Revised
1/10/95

Philip Morris
National Media Plan
Overall Budget Summary
Dave's - Revision VII

Media Vehicle	Revision VII Total Cost $(000)	Revision VII % of Total Budget	Total Cost Revision VI $(000)	Total Cost Difference (+/-) $(000)
Out-of-Home (Includes C-Store)	$20,823.0	65%	$26,252.0	($5,429.0)
Magazine Print	$12,564.2	28%	$11,311.9	$1,252.3
* Newspapers/FSIs	$2,928.7	7%	$2,928.7	$0.0
Grand Total National Budget:	$36,315.9	100%	$40,492.6	($4,176.7)

* Includes Parade Magazine represented within Newspapers

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Source: https://www.industrydocuments.ucsf.edu/docs/hkxm0004